

## ABSTRACT

A system and method of determining a quality ranking of user traffic directed from at least one traffic producer Web site to a traffic consumer Web site. A reference for the traffic consumer is established on a Web site of the traffic producer. The reference includes a link from the traffic producer to a traffic quality intermediary and a unique identifier to identify the traffic consumer. The traffic quality intermediary receives user traffic data associated with the user traffic directed from the traffic producer and determines a quality ranking of the user traffic based upon the user traffic data.